



THE FAS LETTER

TO AGRICULTURAL ATTACHES AND OFFICERS

Number 122

September 1964

LOOKING AT THE "FARMER'S WORLD"

The new Yearbook of Agriculture, FARMER'S WORLD, has just come off the presses of the Government Printing Office--and here we see W. A. Minor, chairman of the 1964 Yearbook Committee, and James L. Harrison, the Public Printer, giving it a final inspection before its release.

Because the new Yearbook is international in its scope, we expect it to have unusual popularity abroad--and therefore the allotment of copies to each attache post is being doubled.

This is the 65th Yearbook to be issued by USDA since the series was begun in 1894. It is the first Yearbook to cover comprehensively the great scope of world agricultural history, production, marketing, international trade, international agreements, assistance programs, and future challenges.

As the title implies, the Yearbook views the world through the eyes of the farmer, particularly the American farmer, but as Art Minor says in a review appearing in FOREIGN AGRICULTURE,

"...also it is a book for everyone who has an interest and a stake in the essential but often complicated processes that enable great masses of farm products to be produced in one country but consumed in another."

Secretary Freeman, in a foreword, sets the keynote of FARMER'S WORLD:

"This book reveals the vital stake everybody in the United States has in a healthy export trade for American agriculture, not only because farmers have so much to sell and because the livelihood of so many Americans besides farmers depends on it, but also because the world so greatly needs what we can offer."



Yearbook Vital Statistics

A total of 96 persons contributed articles to the 608-page FARMER'S WORLD. About 275,000 copies are being printed. Distribution in the U.S. is made mainly by members of the Congress. Copies are for sale by the Superintendent of Documents, Washington, D.C. 20402. The price in U.S. is \$3.00. For foreign countries, the price is \$3.75, which includes postage.

LUNCHEON DATES

First fall meeting of the fall-winter attache luncheon meetings, sponsored by FAS, will be Sept. 22. The guest list is made up of people from foreign embassies in Washington who are interested in agricultural matters.

Also on the month's luncheon schedule is a meeting Sept. 25 of the informal French-speaking Club, of which Guy A.W. Schilling (Cotton Div.) is president.

At the French club's Sept. 11 meeting, Mrs. Marie-Therese Colonna--former Parisian and Cordon Bleu student--spoke on "La Cuisine Francaise." She thoughtfully employed as many one-syllable words as possible for the better understanding of amateurs in her audience.

INSIDE RUSSIA

A trio of FASers -- Bill Starkey, Charles Barber, and George Wanamaker -- left in mid-August for the USSR. They are members of USDA marketing and competition delegations surveying grain, cotton, and oilseed areas, respectively, as part of the government exchange program to better US-USSR relations.

After about a month in Russia the FAS mission members will spend a few more weeks in other countries of Eastern Europe or Asia before returning to their Washington desks.



IN MADRID, Ambassador R. F. Woodward presents 10-Year Service award to Jose Enrique Vidal, economic assistant in agricultural attache office. L. to r.: Attache Ivy W. Duggan, Ambassador Woodward, Mr. Vidal, Asst. Attache Edward Quinones, and Luis Manchado, economic assistant.

¿ QUIERE HABLAR ESPANOL?

An EMPC (Early-Morning Pilot Course) in beginners' Spanish will be launched at 8:30 a.m. September 21 by FAS's Personnel Division, with the cooperation of the Foreign Service Institute.

The daily, one-hour course will extend through December 18, with instruction by a Sanz School of Languages professor. The new venture is undertaken with a view to fulfilling some of FAS's foreign language proficiency requirements.

SPEAKING OF IMPALAS

Bill Edens, who checked in September 9 for a few days of pre-retirement consultation in FAS/Wash, reports that Ed Bell is already hard at work in Pretoria.

One of Ed's first jobs was to help negotiate "visas" for some South African impalas destined for the San Antonio (Texas) zoo. As nearly everyone knows, impalas are a kind of fleet-footed, cloven-hoofed antelope.

HITHER and YON

September is that once-a-year month when maples turn scarlet along the Skyline Drive...when Little Leaguers swap their baseballs for footballs...when the camp crowd goes off to kindergarten or college... when the Presidential race picks up impetus... and when vacation tans begin to fade away in the halls of the South Building.

Brice Meeker, new attache to Moscow, expects to arrive in the USSR September 25, accompanied by his family. His two daughters are already seasoned world travelers; Katherine Estelle (7) was born in Vienna, and Lara Gail (4) was born in Hong Kong.



Doug Crawford
... to Madrid
(see page 8)

Veteran attaches Paul Minneman (Bonn) and Clayton E. Whipple are due Stateside this month for home leave. Paul's ETA is Sept. 14 and Clayton's is Oct. 5.

Usually reliable sources report that our golf-minded Administrator Ray Ioanes is now shooting in the 80's.

Ben Poage, junior economist, has left Operations Analysis Div. to study for the ministry in Lexington, Ky.

Retiree Chester Davis writes that he and Mrs. Davis are enjoying their life of leisure at a new apartment residence: 2451 Brickell Ave., Miami 36, Florida.

W.L. (Bud) Phillipsen, formerly with Dairy Society International, has joined the foreign marketing branch of FAS's Dairy & Poultry Division.

Ruth Donovan, assistant to the director, Management Services Div., is due home about October 1 after a 6-week trip to Rome, Paris, Brussels, Amsterdam, London, and Dublin--in connection with files and records matters.

The "Mac" MacDonalds returned to Beirut in late September after home leave out Montana way.

Onetime FAS Letter editor, R. E. (Bert) Hutchinson sends greetings from Ashland, Ohio, where he is now manager of animal health products for the firm of Hess & Clark.

Dick Roberts, deputy asst. adm., Export Programs, took time out from a vacation trip to Europe (a silver wedding gift for his wife) to attend unofficially the International Conference of Agricultural Economists at Lyons, France, Aug. 24-Sept. 3.



Harwood McCoy (above, far right) enjoyed a farewell party given for her by Agricultural Attache Hugh Robinson. Among the guests were, l. to r.: Curtis Bartholomew, general services officer; Mrs. Edward Hammerbeck; and Lt. Col. Edward Hammerbeck, assistant naval attache.

Harwood recently returned to FAS/Wash after tours of duty in Manila and Stockholm, and is now secretary to Frank Ehman, Program Development Division.

More "Hither & Yon"

Loyd Adcock has arrived at his new post--Ankara--after spending an enroute day in New York consulting with the grain trade, and a day in Rome on soybean matters.

Alice Aurelio, longtime secretary to FAS's Far East Area officer, transferred at August's end to IADS, where she is now secretary to John Beasley, regional coordinator for Africa.

Paul Findlen, back from home leave, is taking up Int'l Trade Fairs Div. duties and is now in Bari, Italy, as manager of the Int'l Levant Fair there (Sept. 10-23).

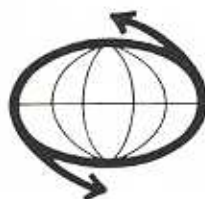


CORN A LA Russe. G. Stanley Brown looks at a Russian corn field during a crop survey trip to Rostov-Krasnodar, Stavropol, and Volgograd. Stanley returned September 1 to the European branch of ERS/Wash after 3 months temporary duty for FAS in Moscow.

MILLIONS LISTENED

"Po Gazette," major radio program in northern Italy featured a question-and-answer interview in Italian with Asst. Attache Dan Sheppard, shortly before Dan left Milan for his new post in Rome. The program was taped by Italy's RAI radio-TV network.

TRANSFER



TRAFFIC

New attache in The Hague is Louis M. (Lou) Smith, Jr., director of Livestock & Meat Products Division for nearly 3 years. He is scheduled to arrive about Oct. 1, succeeding George Parks, who is at the Senior Seminar for the next 9 months.

Meanwhile, Bill Rodman, on temporary duty, is acting director of the Livestock and Meat Division. Carl Winberg is keeping the shop in Canberra during Bill's FAS/Wash assignment.

Dudley Williams, asst. attache in Paris the past 3 years, is slated to be attache in Monrovia, succeeding Neil Witting--now back home for an FAS/Wash assignment. Dudley hopes to leave Paris for Liberia early in October.

Ford Milam has wound up 5 years' service as attache in Rio de Janeiro with a transfer to the International Agricultural Development Service (IADS). He will be Chief of Party for USDA's group in the Brazil AID Mission, after a couple of months' orientation on the new job that he began in August.

FIRST TIME OUT FOR KEN AND VAL

Kenneth Murray, Grain & Feed Division and onetime European analysis branch, plans to arrive in Bonn about Oct. 15 to take over the assistant attache desk formerly occupied by Ernest Koenig.

Ernest is transferring direct to Brussels to be assistant attache on the staff of John Montel, agricultural attache at the U.S. Mission to the European Communities (USEC).

It will be a first-time-out for Asst. Attache Murray, who joined FAS in 1958 after getting his BS from Cornell. His wife and 5 young

children (including twin daughters) will go with him to Bonn.



Volorus H. Hougen, an Iowa native, will be taking over the Tel Aviv attache post next month.

Val (not Vol) has been with FAS since 1953, serving successively as chief of the foreign competition and foreign marketing branches of Fats & Oils Div.



AT INTERNATIONAL CONFERENCE TABLES

Assistant Secretary Dorothy H. Jacobson will head the U.S. delegation at the 43rd Session of the FAO Council in Rome, Oct. 5-16. (This is a 27-member government governing body of FAO between sessions of biennial conferences of all member governments.) Alternate will be Ralph Phillips (IOS), and Bob Tetro, Rome attache, will be associate.



Herb Ford, Dairy & Poultry Div., is FAS representative at the 2nd International Egg Marketing Conference (Bologna, Italy, Sept. 10-11).



At the FAO Regional Conference for the Near East (Cairo, Oct. 19-31), Attache Jim Hutchins will be adviser to the U.S. observer.



Paul Quintus was official FAS delegate to the 12th International Conference of Agricultural Economists in Lyons, France, Aug. 24-Sept. 3. Over 600 economists and their families attended the big conference, held every 3 years.



WELCOME TO LEBANON. Attache Donald MacDonald greets Maid of Cotton, Katy Sue Meredith, on her arrival in Beirut.

ANDERSON AT ROYAL SHOW

At the Royal Agricultural Show, Stoneleigh Abbey, Warwickshire, Attache Bob Anderson had the opportunity of re-meeting a number of U.K. farmers--especially broiler and egg producers.

The show featured prize livestock and horticultural specimens; farm machinery exhibits; results of trial feeding of broiler beef, using crosses of Charollais and dairy cattle; and a presentation of a large model farm to the Queen Mother, for her grandson Prince Andrew.

About 140,000 attended the show, and Bob says there were 5,000 more cars than last year.



A WINNER. Judy Neville, secretary in agricultural attache office in Bogota, stands next to winner (No. 14) of a tractor-driving contest at Agricultural Fair in Neiva, Colombia.



AT MEAT MARKETING Seminar held in conjunction with U. S. Food Exhibit at Hamburg, top leaders in U. S. livestock and meat industries addressed interested Americans and Germans. Among U. S. seminarists were (l. to r.): Alex Bernitz, asst. agricultural attache, Bonn; Don Rubel, FAS asst. administrator for commodity programs; Oscar Mayer, Jr., president of Oscar Mayer & Co. and chairman of the American Meat Institute's board of directors; and Paul Minneman, agricultural attache, Bonn.

BEEFING UP EXPORTS

Jim Hartman, Livestock & Meat, is spending September in Europe where he is working on livestock and beef promotion activities.

In Paris he is assisting the Tanners' Council with an exhibit at the Semaine de Cuir (Leather Week). In Madrid, he's helping with a Trade Exhibit of beef; And in other countries of Western Europe he is planning other promotion projects with trade circles and agriculture officials.



Ivy Duggan, Madrid, has authored an article about agricultural developments and changes in Spain to appear in a forthcoming issue of The Progressive Farmer.

Another FAS author of note is Hal Norton, asst. attache in The Hague. Hal's article on "Bulbs," well illustrated, was featured in the spring report of the Co-op Grain Quarterly.

Also breaking into print is Mollie Iler, secretary in Rome, who is featured as author of "My Job" in the biweekly USDA magazine.



CAMERAS CLICK in Hamburg at U. S. Exhibit, LEFA Food Fair (Aug. 14-23), where American beef was featured for the first time at an international food show.

In foreground, l. to r.: American Indian Chief Wolf Robe (Wayne Hunt); Wallace Dudney, information director; Bill Dobbins, U. S. Exhibit manager; and (far right with camera) Russell Hudson, agricultural officer at Hamburg.

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BAGUIO, in Republic of the Philippines, is cool, 5,000-foot high site chosen for Far East Food Resources Conference; the mountain city is heart of temperate-zone vegetable production and is not far from world-famous rice terraces.



Philippine Tourist & Travel Association

FAR EAST FOOD RESOURCES CONFERENCE SLATED

How U.S. food resources can best be used to advance economic development in the Far East will be the topic of a tripartite (USDA, AID, and Food for Peace) conference slated for Sept. 21-26 at Baguio--a mountain town about 125 miles north of Manila.

Mrs. Dorothy H. Jacobson, Assistant Secretary for International Affairs, plans to take part in the discussions to which U.S. agricultural attaches, AID agriculture division officers, and Food for Peace officers covering Far East areas have been invited.



IN ROME, Lidia Garro, secretary-translator in agricultural attache office, receives 10-Year Service certificate and pin from Ambassador G. Frederick Reinhardt.

In addition to Assistant Secretary Jacobson, conferees from Washington will include Richard Reuter, Food for Peace director.

FAS/Wash delegates slated to attend are Kenneth W. Krogh, deputy asst. administrator for market development; John J. Moriarty, chief of donations branch, Program Development Div.; and Hilton D. Bateman, chief of reports and analysis branch, Program Operations Div. Also a delegate is Eugene Ransom, acting director, Asia and Far East Area (IADS).

Attaches scheduled to attend are Norman Pettipaw (Djakarta), Lee Paramore (Manila), John Wenmohs (Hong Kong), and Horace Davis (New Delhi).

BACK IN HARNESS

P. K. Norris came out of retirement in August to do a 2-month rice study in Peru.

He's agricultural economist on a private-industry team under contract to the Peruvian government.



THE FAS LETTER

To U. S. Agricultural Attache Posts

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Washington 25, D. C.

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WHO'S WHO IN INDONESIA



The Djakarta attache office was manned to the fullest in August, when both outgoing and incoming agricultural attaches were on hand to talk things over with the local assistant and the all-American secretary.

Here they are (left to right):

Mufti Wiraatmadja (Indonesian) is the statistical analyst. He's been in the attache office since 1956, when he was first employed by Norman Pettipaw—who was then assistant agricultural attache under Attache Bill Edens. Mufti is married to Tuti and his two little girls are Tati and Tita.

Norman J. Pettipaw, recently succeeded Carl Winberg as attache in Djakarta. It's his 2nd tour of duty in the Indonesian capital, where

he served from 1955-57 before going to Rome and then Tel Aviv. Norman is married to Mildred and has a daughter, Colraine, and two sons, Douglas and Eric.

Carl O. Winberg, attache in Djakarta since 1958, departed there August 11 for Canberra to do 4 months TDY before taking an FAS/Wash assignment. Carl is a bachelor.

Ann Bibbo has been secretary to the agricultural attache since July 1963. The Djakarta post is her first FAS assignment, but she previously worked in Alaska and Europe with the Dep't. of the Army.

L A T E N E W S

Douglas M. Crawford, Assistant Administrator for Agricultural Attaches since mid-1961, has headed for the field again.

He is scheduled to succeed Ivy Duggan as attache on October 15. Doug has previously served in Mexico, Guatemala, Argentina, and Indonesia.

